

# The Subscribers – Group Project Outline

---

## SECTION I. PRINCIPLES

- **Quantification** – Almost any report that quantifies things will be perceived as having more credibility than one that qualitatively analyzes things. This type of data is also more easily presented, and would be more useful for the organization itself
  - Some ways to quantify data:
    - Scoring systems
    - ‘Out of the box’ quantitative analysis
      - How fast does a website load? → Measure the average time in seconds and compare to other websites
      - How easy is a website to navigate? → Measure the time it takes a ‘test group’ of individuals to perform certain tasks, such as “Using the Kids Up Front website, find out where you can drop off tickets in Calgary”...
- **Comprehensiveness** – The more (relevant) stuff that the report covers, the better the report will look. Based on the project guidelines PowerPoint file, the Critical Success Factors are considered separately from the website analysis, implying that CSFs apply to the entire business process

## SECTION II. THEORETICAL REPORT OUTLINE

- **Cover Page**
- **Executive Summary**
- **Competitive Context**
  - Describe the Kids Up Front business model
  - Identify competitors (direct and/or indirect)
- **Critical Success Factors**
  - For each critical success factor, identify 5 criteria that need to be met (e.g. for CSF VI, one criterion could be “respond to e-mails in a timely manner”). Assess:
    - Whether or not this CSF is applicable to Kids Up Front
    - How Kids Up Front compares to other organizations in meeting this CSF
    - IF Kids Up Front meets a criterion, add one point
    - Each CSF will be given a score out of 5, or else will be ranked ‘N/A’
  - **CSF I – Add Value**
  - **CSF II – Focus on Niche...Then Extend**
  - **CSF III – Maintain Flexibility**
  - **CSF IV – Get the Technology Right**
  - **CSF V – Manage Critical Perceptions**
  - **CSF VI – Excellent Customer Service**

- CSF VII – Create Effective Connectedness
- CSF VIII – Understand Internet Culture
- **Website Design Critique**
  - Four usability criteria (adapted from Agarwal & Venkatesh, 2002; Palmer, 2002; Pearson et al., 2007)
    - Visual Appeal
      - 4-point scale (one point for each letter of 'CRAP')
    - Ease of Use
      - 5-point qualitative scale
      - Compare 'new' users of the KUF site to 'experienced' users (group members vs. general public?)
        - If 'new' users take *significantly* longer to perform a task compared to 'experienced' users, the website has a large learning curve
    - Sense of Security
      - 5-point qualitative scale
        - Would users feel safe donating to Kids Up Front online?
    - Speed of Use
      - How long does it take to perform a task?
        - Determine average load time for a web page on the Kids Up Front site
        - Multiply this average by the number of web pages required to complete the task
      - Example Tasks
        - Find out where to donate a ticket
        - Find the contact phone number for ticket donations
        - Find a thank-you letter from a child who went to a BC Lions game
- **Recommendations**
  - Create a list of recommendations sorted by CSFs
    - Why are we recommending what we do? How will it help?
  - Follow this with an image of their website with our recommendations implemented
    - From this image, identify which changes we recommended, and why
- **References**
- **Appendices**
  - Appendix A: Team Contract
  - Appendix B: Client Contract
  - Appendix C: Group Peer Review
  - Appendix D: Team Assessment
  - Appendix E: Client Evaluation of Recommendations